



G. N. Kuruc, Jr.  
Key Account Manager  
400 Raritan Center  
Edison, NJ 08837  
Phone 908-225-4774  
Fax 908-417-9076

**FAXED**

August 14, 1997

Mr. Rick Reitter  
A&P Metro Division  
2 Paragon Drive  
Montvale, NJ 07654

Dear Rick:

Due to the uncertainty surrounding the pending FDA Proposals and their impact on cigarette merchandising we can not make any new placement of carton fixtures until all issues are resolved regarding how and where cigarettes can be displayed. This does not include replacement of damaged or outdated merchandisers currently on location.

With regard to your request for assistance in repositioning the Cigarette Category in Waldbaum's and additional stores in Super Fresh we will be glad to provide the following:

- ☐ Create a viable non self-service cigarette department in customer service center setups. This would include placement of cartons on store shelving in a highly visible position. Placement of single packs using RJR Springfed Cartridges on store shelving. Again, in a highly visible position. Consumer price communication signage to identify the department will also be made available. We will also provide price surveys of trading area competition as a means of making your stores more price competitive
- ☐ Make available a RJR "Retailer Assist" Contract with payment of \$50-\$100 per month for those stores that do not meet the RJR minimum weekly volume of 80 cartons per week. As store volumes rise, so will payments. We can also assist in developing a planogram that would avail A&P of other manufacturers' contracts.

51851 7366

- ☐ We can also provide assistance in testing "*Store Within A Store*" concepts which would meet the FDA Proposed limited access regulations.

If you would like us to develop proposals based on the above alternatives, please call me.

Sincerely,

*Nick*

G. N. Kuruc, Jr.

cc: M. A. Young  
J. R. Loftin, Jr.  
G. H. Moulton ( Key Account Manager for Waldbaum's)  
R. H. Fricke (Account Manager for Super Fresh)

51851 7367

## MESSAGE CONFIRMATION

DATE:08/14/97 TIME:10:00

ID:R. J. REYNOLDS TO

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
08/14	09:59	00'48"	12019305221	G3-S	002	OK

51851 7368

## TRANSMIT CONFIRMATION REPORT

NO.	:	001	
RECEIVER	:		201 930 8311
TRANSMITTER	:	R.J.REYNOLDS TOB 12	
DATE	:	AUG 14'97	8:47
DURATION	:	00'59	
MODE	:	STD	
PAGES	:	02	
RESULT	:	OK	

51851 7369

930522)

* 243	-	LOBBY SETUP		X 731
313	-	ENCLOSURE TO LOBBY		X 732
* 367	-	SEMI IN LOBBY		X 736
* 370	-	" "		X 739
* 375	-	LOBBY SETUP		X 453
* 460	-	" "		X 710
* 461	-			X 720
* 462		SEMI TO LOBBY	NEW	WESTERN
463		ENC TO LOBBY	STOCK	
466		ENC TO LOBBY		
* 467				
* 468		SEMI TO LOBBY		
X 470		SEMI IN LOBBY		
X 476		SEMI IN LOBBY		
X 478		SEMI TO LOBBY		
X 479		" " "		
X 481		" " "		
X 483				
X 484				
X 485				
488		ENC TO LOBBY		
490		ENC TO LOBBY		
X 427				

51851 7370